



COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
planning@rogersar.gov
(479) 621-1186

MEETING DATE
AUGUST 18, 2021

TO: HISTORIC DISTRICT COMMISSION

RE: **STAFF SUMMARY REPORT**
CERTIFICATE OF APPROPRIATENESS – 112 W. Walnut Street (Golden Rule Building)

STAFF: ETHAN HUNTER, CITY PLANNER

REQUEST DETAILS

ADDRESS/LOCATION:	112 W. Walnut Street
APPLICANT/REPRESENTATIVE:	Froogel Architects / Owen Meyer
PROPERTY OWNER:	Red Brick Capital LLC
COA SCOPE OF WORK:	Category II
NATURE OF REQUEST:	Approval of Certificate of Appropriateness
RELEVANT DESIGN GUIDELINES:	6.11; 6.13; 6.28; 6.32
AUTHORITY:	Ch. 24, Rogers Code of Ordinances

SUMMARY

This request is to allow storefront modifications and other renovations affecting the north and west façades of the Golden Rule Building. The proposed scope of work includes the demolition, redesign, and replacement of the storefront system and the addition of two windows on the west façade fronting the alley.

RECOMMENDATION:

Consider request with regard to all relevant Design Guidelines.

STAFF REVIEW

1. HISTORIC DISTRICT COMMISSION CONSIDERATIONS PER SEC. 24-6(d):

- a) The Rogers Commercial Historic District design guidelines;
- b) Applicable state law;
- c) The considerations listed under section 24-1 of the Code of Ordinances;
- d) The architectural or historic value or significance of a building and its relationship to the surrounding area;
- e) The general compatibility of proposed changes with the surrounding area;
- f) If the proposed work is new construction or an addition to an existing building, whether it is compatible with the existing neighborhood and area of influence;
- g) If the proposed work is an addition to an existing building or structure, whether it complements the design of the existing building or structure;
- h) The general compatibility of the proposed changes with the existing building or structure, including without limitation the following factors considered in relation to the building's area of influence: Siting; Height; Proportion; Rhythm; Roof area; Entrance area; Wall areas; Detailing; Facade; Scale; and Massing;
- i) Whether restoration, rehabilitation, renovation, preservation, alteration, construction, moving or demolition of buildings, structures, or appurtenant fixtures involved will be appropriate to the preservation of the historic district;
- j) If the proposed work is a contemporary design, whether it respects and relates to the special character of the district;
- k) Any other factor relevant to maintaining the historical integrity of the historic district.

2. ARCHITECTURAL BACKGROUND:

The subject building, historically known as the Golden Rule Building, was built in 1905 in the Early 20th Century Commercial vernacular style. Key characteristics of this style include large display windows, transom lights, and bulkhead.

3. COMPATIBILITY WITH DESIGN GUIDELINES:

- a) 6.11 (Demolition): See Page 16 of Design Guidelines.
- b) 6.13 (Entries): See Page 16 of Design Guidelines.
- c) 6.28 (Storefront): See Page 20 of Design Guidelines.
- d) 6.32 (Windows & Doors): See Page 22 of Design Guidelines.

4. RECOMMENDATION:

Consider request with regard to all relevant Design Guidelines.

/signed/

Ethan Hunter, City Planner
City of Rogers Planning Division

SUGGESTED MOTIONS

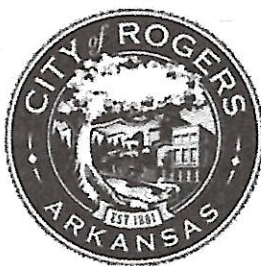
1. IF APPROVING:
Move to approve the request as presented.
2. IF APPROVING SUBJECT TO OTHER ACTIONS:
Move to approve the request subject to [conditions or contingencies].
3. IF DENYING:
Move to deny the request.
4. IF TABLING:
Move to table the request.

TABS

1. Vicinity maps/photos
2. COA application

TAB 1
AERIAL VICINITY MAP





DEPT. OF COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
PHONE: (479) 621-1186
FAX: (479) 986-6896

OFFICE USE ONLY

Fee: _____ (\$100)

COA Number: _____

CityView Number: _____

Date Issued: _____

CERTIFICATE OF APPROPRIATENESS
Sec. 24-5

Please see **Appendix A** of this application to determine the appropriate category based on the proposed scope of work. Additional information may be found in the Rogers Commercial Historic District Design Guidelines document. Please see **Appendix B** for required supplemental materials. This project is:

Category I _____

Category II X

Category III _____

APPLICANT INFORMATION

Applicant Name: Owen Meyer Address: 13103 Rosario Rd. Garfield, AR 72732

Phone: 479-409-3222 Email: froogel.architects@gmail.com

Property Owner (if not applicant): Red Brick Capital LLC Address: 1220 North College Ave. Fayetteville, AR 72703

Phone: 479-601-3085 Email: morgan@highstreetred.com

Architect/Engineer/Contractor: Froogel Architects PLLC Address: 13103 Rosario Rd., Garfield, AR 72732

Phone: 479-409-3222 Email: froogel.architects@gmail.com

PROPERTY INFORMATION

Historic name of property: Golden Rule Bldg.

Address: 112 West Walnut Street, Rogers, AR 72756

Lot #: PT1&4

Block #: 8

BUILDING DATA

Unknown-

YEAR BUILT: Prior to 1907

CONSTRUCTION TYPE: Wood ☐ Brick ☒ Stone ☐ Other ☐

ORIGINAL USE:

☐ Single-family residential

☐ Multi-family residential

☐ Hotel/boarding

☐ Office

☒ Commercial/retail

☐ Industrial

☐ Vacant

☐ Mixed-use

☐ Other

BRIEF HISTORY AND DESCRIPTION OF PROPERTY:

2-story structural-brick, multi-tenant building, with display storefront at street level. Received "Golden Rule" name in 1907-08, which was a 5&10-type retail chain. Later revised to JC Penney from majority owner in 1913.

PROPOSED SCOPE OF WORK:

Remove existing storefront, which already contains some non-period pieces, and revise design to reflect period. Shifting doorway to left of opening to better accommodate multiple uses internally; i.e. restaurant tables and similar.

Adding two windows to East wall along access alleyway to provide natural light and cross ventilation as needed. Windows to match existing single-hung units.

APPLICATION SUBMISSION

Certificates of Appropriateness are effective immediately upon issuance. Work approved must begin within twelve (12) months of approval. If the Certificate of Appropriateness expires, your project must be resubmitted for approval. Any work done outside the scope of the Certificate of Appropriateness renders it null and void.

ANY WORK APPROVED BY THE HISTORIC DISTRICT COMMISSION IS SUBJECT TO ADDITIONAL CITY PERMITS SUCH AS SIGN AND BUILDING PERMITS.

I hereby certify I am the owner, agent of the owner, or other person in control of the property and that the information given herein, and as shown on the application and Certificate of Appropriateness, is true and that I am authorized to obtain this Certificate of Appropriateness. I understand that if the construction and/or installation for which this Certificate of Appropriateness is issued is contrary to the requirements of city codes or regulations, violations must be corrected. Approval by the Historic District Commission does not excuse the applicant, owner, or agent from compliance with any other applicable codes, ordinances, or policies of the City of Rogers.

SIGNATURE OF APPLICANT

DATE

SIGNATURE OF PROPERTY OWNER

DATE

HISTORIC DISTRICT COMMISSION USE ONLY

This project is: Category I _____ Category II _____ Category III _____

This COA is: Approved _____ Approved with conditions _____ Denied _____

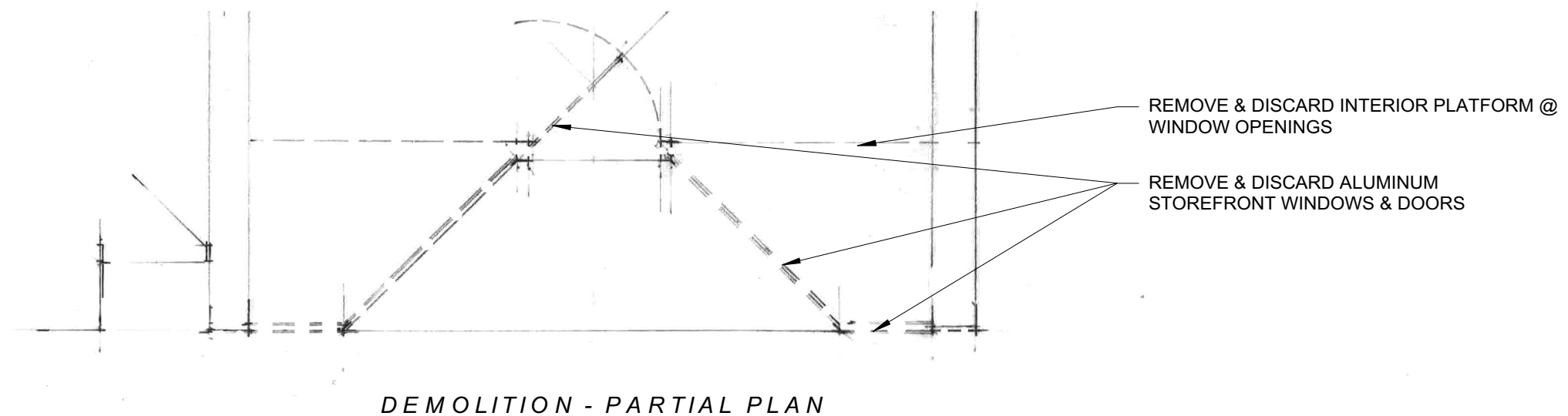
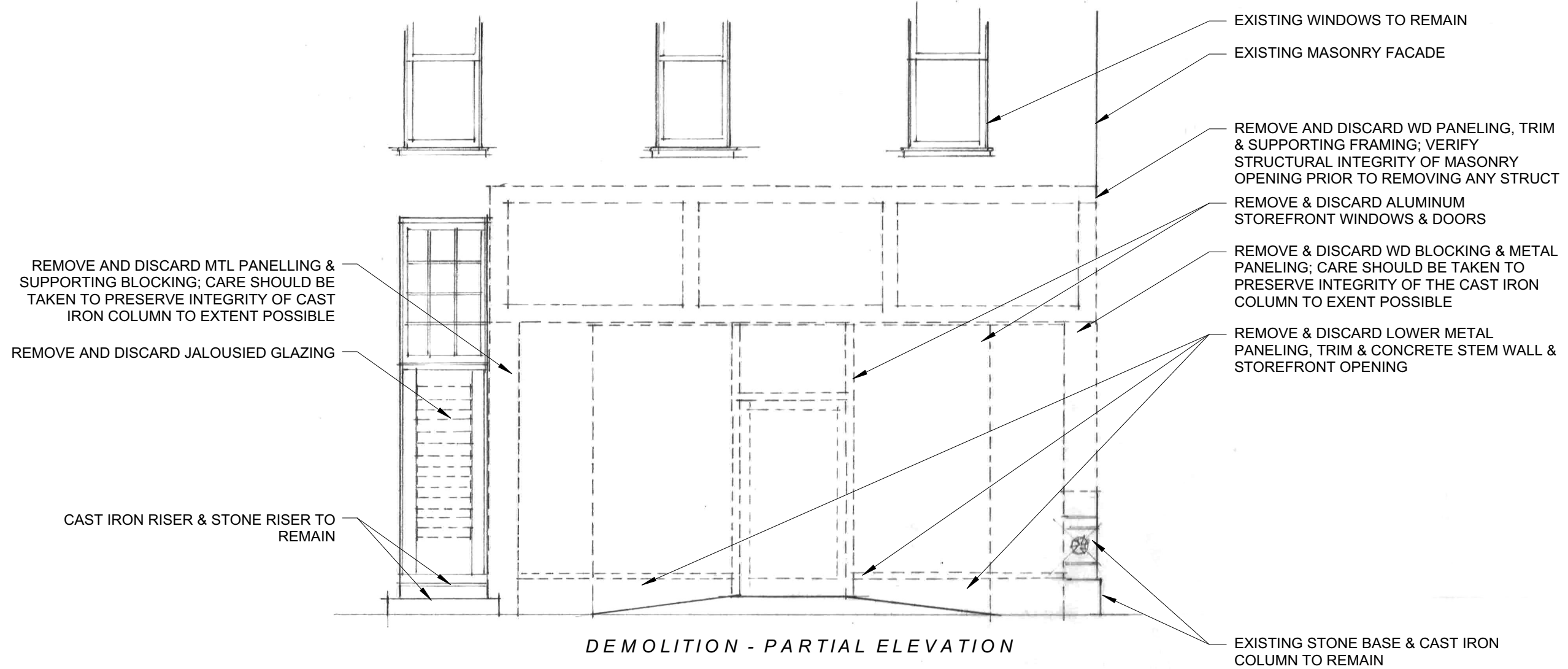
Reasons for approval, conditions, or denial: _____

SECRETARY, HISTORIC DISTRICT COMMISSION

DATE

DEPARTMENT OF COMMUNITY DEVELOPMENT OFFICIAL

DATE



demolition plan / elevation

scale: 1/4" = 1'-0"

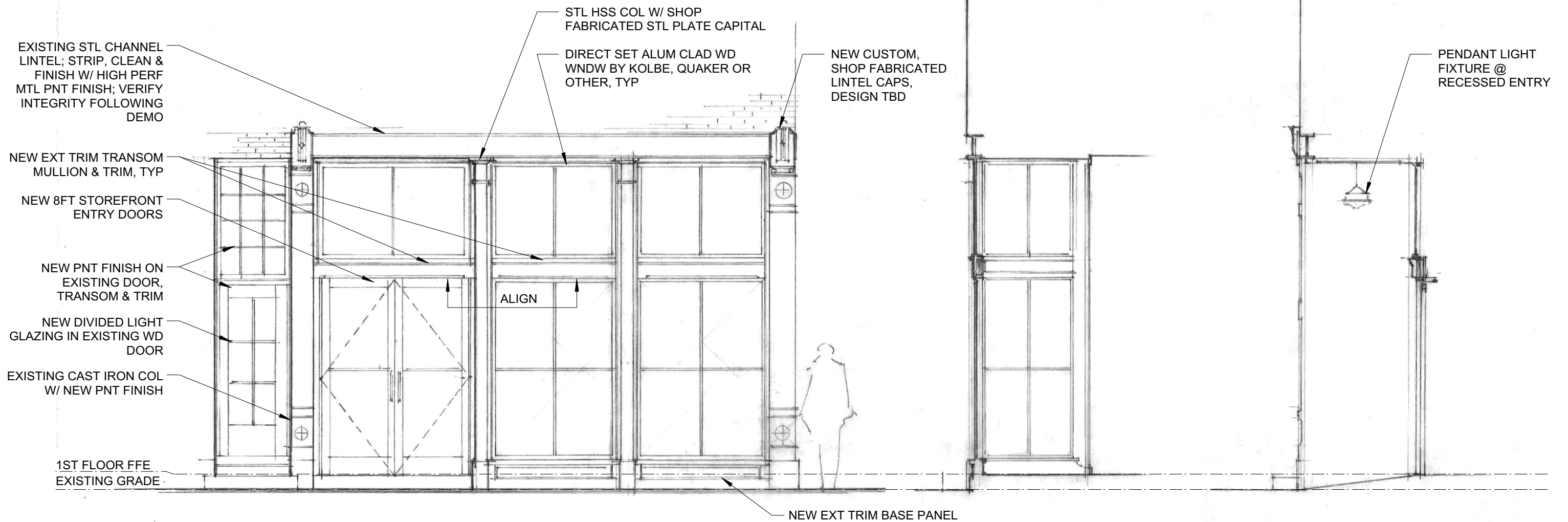
rogers storefront - schematic draft

23 june 2021



STUDIO MORK, LLC

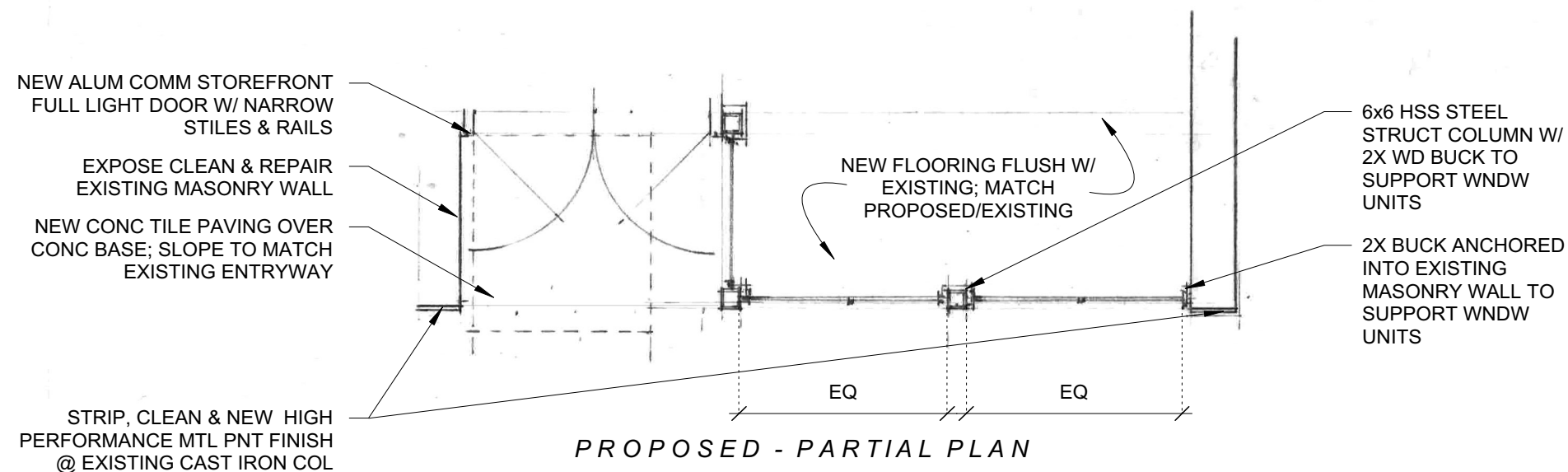
(t) 630.207.1071 (e) bmork@studiomork.com



PROPOSED - PARTIAL ELEVATION

PROPOSED - SECTION @ STOREFRONT

PROPOSED - SECTION @ RECESSED ENTRY



PROPOSED - PARTIAL PLAN



STUDIO MORK, LLC

(t) 630.207.1071 (e) bmork@studiomork.com

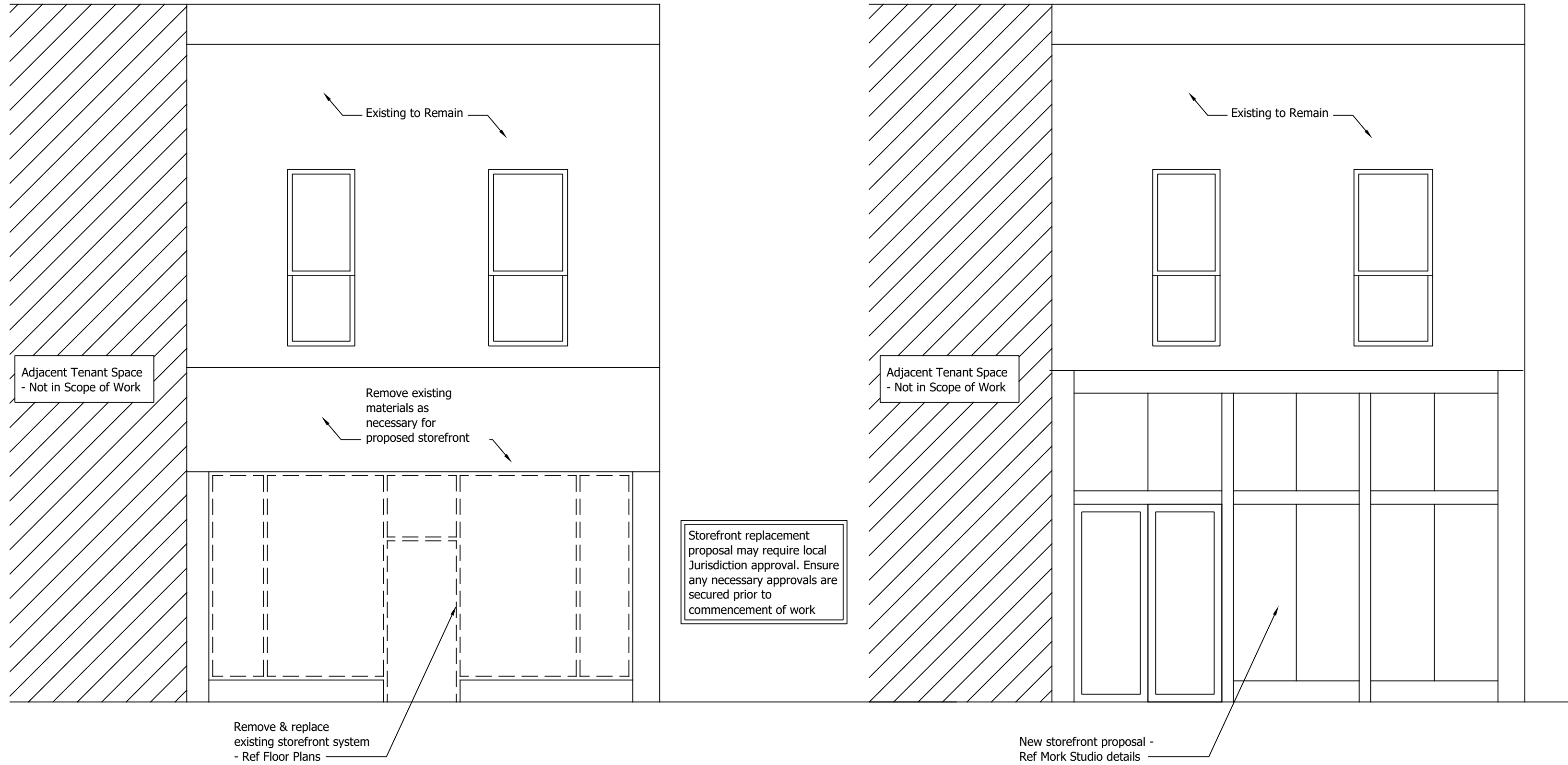
demolition plan / elevation

scale: 1/4" = 1'-0"

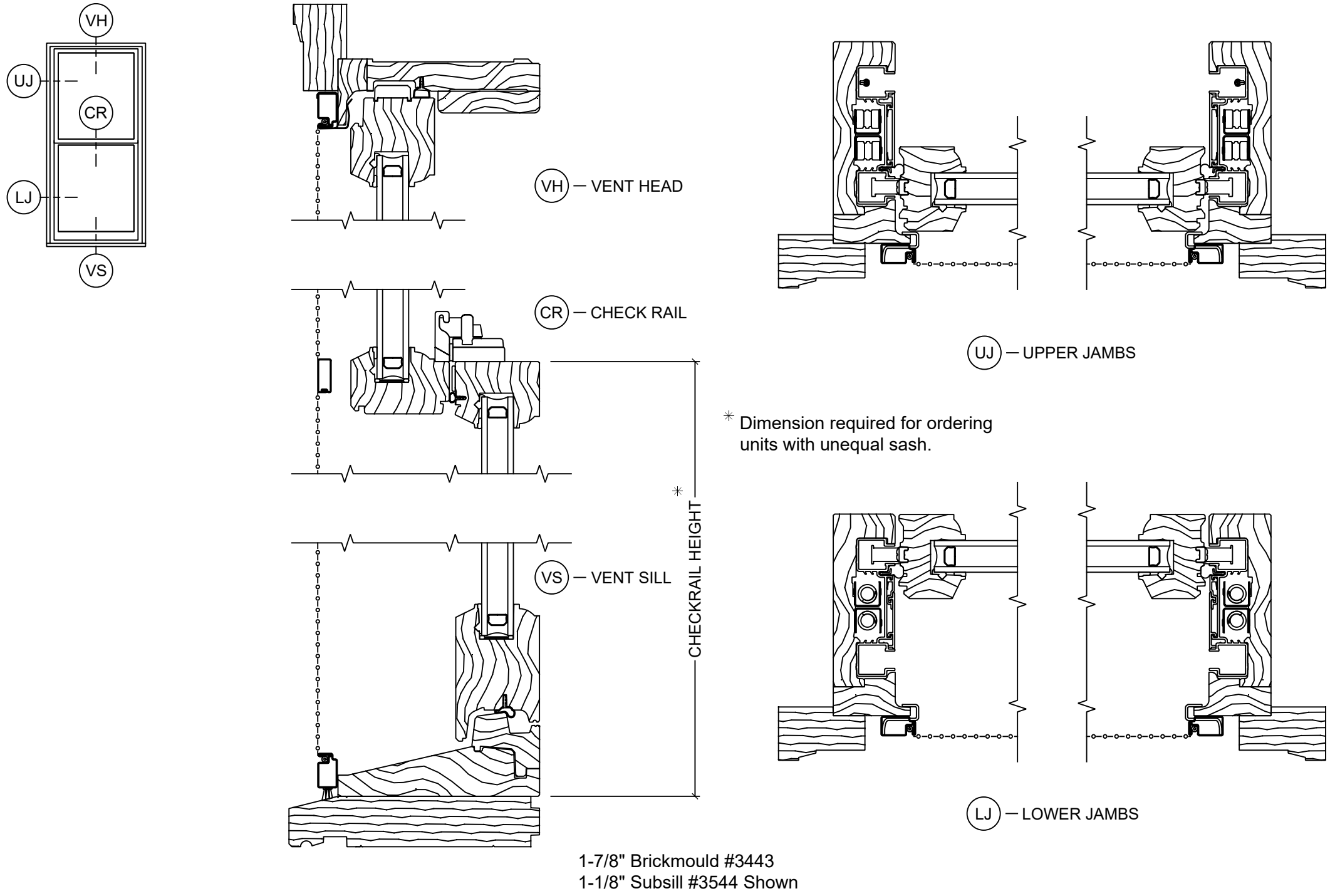
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23 june 2021

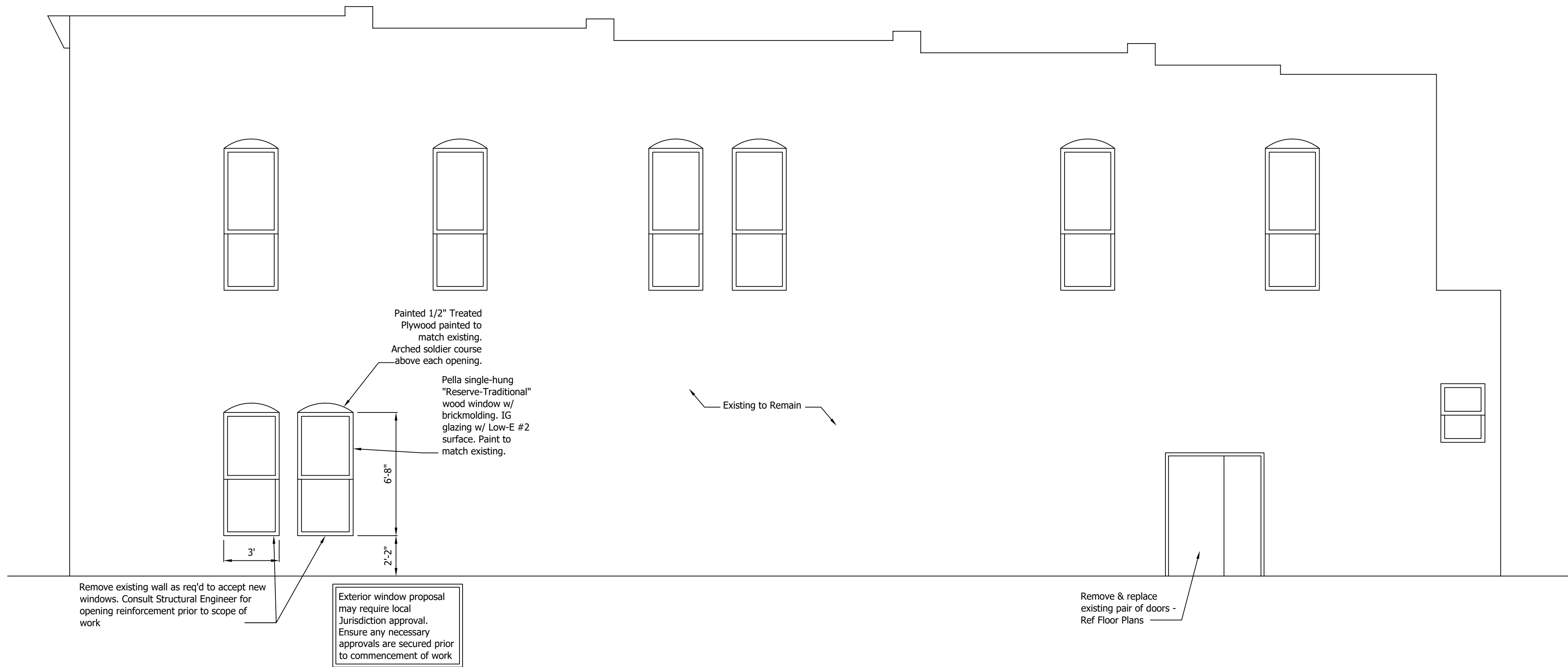
1/15/2004 1/15/2004 Golden Rule_DC Sparks_TBLK_062321.dwg



NORTH ELEVATION 1
A2.0



TYPICAL NEW WINDOW DETAILS 2
A2.0



WEST ELEVATION 3
A2.0

No.	Revision/Issue	Date

Firm Name and Address
froogel architects pllc
13103 Rosario Road
Garfield, AR 72732
Ph: 479-644-1366
E: froogel.architects@gmail.com

Project Name and Address
TI - Golden Rule
112 W. Walnut St.
Rogers, Arkansas
72756

Project	DC-0002	Sheet	A2.0
Date	06-23-21		
Drawn By	OPM		